



News Release

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DEPARTMENT OF HEALTH CARE SERVICES' CAMPAIGN TAKES TOP HONORS IN NORTHERN CALIFORNIA AWARDS

SACRAMENTO – A Department of Health Care Services (DHCS) campaign featuring the slogan, “Make an easy choice today, instead of a tough choice tomorrow” won top honor for excellence in communications at the Northern California Silver and Bronze Anvil Awards last month.

The campaign, developed by the California Partnership for Long-Term Care (Partnership) in conjunction with Brown-Miller Communications, is aimed at educating consumers about the importance of planning for long-term care and the value of purchasing an affordable, quality Partnership long-term care policy.

The Partnership created a comprehensive marketing campaign targeted to a specific region, Santa Rosa, to educate consumers about long-term care and the need to plan for long-term care expenses so they will not have to depend upon financial support from others for their long-term care needs. The campaign earned the top award for marketing to consumers from a panel of public relations judges who commented that it was a “well executed campaign and strategies.”

“We’re proud of the Partnership’s efforts to educate Californians about the possible need of long-term care and the importance of planning ahead,” said DHCS Director Sandra Shewry. “A Partnership policy truly provides the independence you want, just when you’ll need it the most.”

The Partnership program has protected Californians since 1994 from the financial and emotional costs of long-term care by providing information and tools to plan ahead. The Partnership also protects consumers by carefully reviewing and approving only high-quality long-term care insurance policies from partner carriers. For additional information about the Partnership, log on to www.dhs.ca.gov/cpltc.

Brown-Miller Communications, an East Bay social marketing firm, topped other public relations agencies by winning seven total awards for programs. This is the second year that Brown-Miller has taken the most awards. The Public Relations Society of America hosts the awards to recognize excellence in public relations strategy and execution, taking into account creativity in all forms, from innovative planning to problem solving to original and eye-catching products.

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